

**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR INTERACTIVE,
NETWORK SUPPORT OF INFORMATION BASED ON THE ELECTRONIC
CONTENT OF A LASER-CENTRIC MEDIUM**

5

ABSTRACT

A system, method, and article of manufacture is provided for tracking and supporting the distribution of content electronically. First, an electronic storage medium tracking identifier is incorporated onto an electronic storage medium and stored on a database. Next, a package tracking identifier is situated onto a package in which the electronic storage medium is stored. The electronic storage medium is then tracked while being shipped between various entities using the tracking identifier on the package. Further, the electronic storage medium may be identified using the tracking identifier on the electronic storage medium in order to afford various advertising, security, support, or retail-related features. The system includes logic for downloading and updating retailer-specific information of the DVD utilizing BCA information for intelligent processing. When a user connects to the Internet with a DVD application active, logic detects a live Internet connection, reads the BCA information, and initiates a connection to the server. Then, the DVD application requests all available support information from the server for the retailer of the currently inserted DVD. The server performs a table lookup to ascertain the retailer that sold the original DVD, and the server performs another table lookup to determine the download information., and the server passes the download information to the application using HTTP protocol. Finally a transaction is posted to the server database that memorializes the events.